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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/681,448

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Benjamin A. Knott

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AT&T Legal Department - JW

Attn: Patent Docketing

Room 2A-207

One AT&T Way

Bedminster, NJ 07921

EXAMINER

CARLSON, JEFFREY D

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

01/30/2009

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/681,448	KNOTT ET AL.	
	Examiner	Art Unit	
	Jeffrey D. Carlson	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 07 November 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-9 and 12-19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-9 and 12-19 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to the paper(s) filed 11/7/2008.

Claim Objections

2. Claims 1-2 are objected to because of the following informalities:
- Claim 1 (last paragraph) , “presented to the first and users” should be replaced by “presented to the first and second users”.
 - Claim 2 (last paragraph), “according to a second according” should be replaced by “according to a second web content format ~~according~~”.

Appropriate correction is required.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. **Claims 1-9, 12-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over HERZ et al (US 2001/0014868).**

5. Regarding claims 1, 2, 9, 14, HERZ et al teaches a dynamic, electronic, customized advertising system where online shoppers are profiled based on demographics as well as online shopping and purchasing history (collecting user data during prior web site visits) [¶ 0030-0033]. Users identify themselves to the web-based

system and then may browse an online catalog for particular products, thus defining a “goal” for that user [¶ 0035, 0036]; this product-browsing is taken to provide receiving web site requests for web content by at least 1st and 2nd identified users. The system then references the user profiles and the defined “goal” and determines customized advertising/information to be presented to the identified user or type of shopper in order to provide the most effective visual and textual ads...Displayed content can be subtly rearranged, lengthened or shortened from one type of shopper to the next [abstract, ¶ 5]. Herz et al states that users may be clustered into groups and treated at the group level [0158]. This is taken to be equivalent to applicant’s various user models and customizing the content at the model level [spec page 7 lines 5-10]. It would have been obvious to one of ordinary skill at the time of the invention to have stored such groups/models and the customized information in a database and to determine if the current identified user matches (i.e. belongs) to such a group so that user may then be delivered with the appropriate customized information. Herz et al’s description that the customization of the information may include “rearrangement” of the product information screen [abstract, 0005: “detailed product information screens can be subtly rearranged from one type of shopper to the next.”] is taken to provide for delivery of the same content information to the browsers of differently grouped users requesting the same product information, but with the visual aspects/formatting of that information differing according to the users profile grouping.

6. Regarding claims 3-8, 15-16, applicant's naming of different user models with various terms (savings-focused, cost-focused, etc) does not limit or further define the

method steps claimed. However, HERZ et al teaches that different groups can be identified as this is taken as teachings for different “models.” Further HERZ et al specifies selective profiling and subsequent treatment for shoppers according to price sensitivity [¶ 5] as well as those who traditionally purchase lower cost alternatives within a certain product category [¶ 73]. It would have been obvious to one of ordinary skill at the time of the invention to have identified any type of customer group so that they may be treated similarly and more effectively according to their tendencies. Further still, the pricing (flat price of \$25, a \$25 sale price from \$35, 50% off of a \$50 item) can be presented according to the type/model of shopper and their cost or savings tendencies. HERZ et al teaches that the system can be used for any type of products and it would have been obvious to one of ordinary skill at the time of the invention to have presented customized technology ads for shoppers who have showed interest in technology products.

7. Regarding claims 12-13, 17, 19, the system of HERZ et al is taken to be a system where profile collection and custom advertisement selections are made in real time as the user is online.

8. Regarding claim 18, any of the group treatments can be taken to meet the broad “default” format. However applicant has not claimed any specific implementation of how/when the default format is used. Nonetheless, HERZ et al may not specify a default content to display to a default user, but it would have been obvious to one of ordinary skill at the time of the invention to have displayed some ad content/formatting to a particular new user until a meaningful user profile can generated over time as the

user shopped using the system, where after the user could then be treated to a more customized experience.

Response to Arguments

9. Examiner has previously focused on the customization of information that Herz et al contemplates. However applicant has made it clear that the specification defines “content” as reflective of both the information itself as well as the formatting. Applicant further now stresses that the claims are to cover delivery of the same information, but formatted differently according to the recipients group model. However, Herz et al does indeed contemplate merely customizing the visual aspects of the information when he describes that “detailed product information screens can be subtly rearranged from one type of shopper to the next”.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Dedrick US5724521 describes in column 8 the notion of customizing information for different identified users whereby the information is merely *formatted* (i.e. colored) differently according to the type of identified person.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jeffrey D. Carlson whose telephone number is 571-272-6716. The examiner can normally be reached on Monday-Fridays; off alternate Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffrey D. Carlson/
Primary Examiner, Art Unit 3622

Jeffrey D. Carlson
Primary Examiner
Art Unit 3622

jdc